

ABSTRACT

The invention discloses a printed label and a display shelf for a business establishment, including a display shelf having a length and at least one area on which at least one product is to be placed. The area has a length and a depth. The label includes product information printed thereon for identifying the at least one product for display on the shelf, and first and second space indicators for indicating a position, corresponding to a portion of the length of the shelf, at which the at least one product is to be placed. The label is constructed and arranged to have a predetermined length that is coextensive with the portion of the length of the area of the shelf on which the at least one product is to be placed. The first and second space indicators define the predetermined length. The first space indicator indicates where the portion of the length of the area of the shelf begins and the second space indicator indicates where the portion of the length of the area of the shelf ends.